AMENDMENTS TO THE CLAIMS

The following listing of claims replaces all prior listings of claims in this application.

1. (Currently Amended) A method of generating data sets associated with an entity, comprising:

determining when the entity selects a first service or product;

generating a first data set having a first attribute associated with the first service or product;

wherein the first data set is generated by a digital video recording (DVR) device, the first data set including a unique identifier associated with an entity, a date, a time and a title of a program or movie selected by the entity for recording on the DVR;

determining when the entity selects a second service or product;

generating a second data set having a second attribute associated with the second service or product; and,

generating a third data set based on the first and second attributes when a portion of data associated with the first attribute is substantially similar to a portion of data associated with the second attribute.

2. (Original) The method of claim 1 wherein the determining when the entity selects the first service or product comprises determining whether the entity purchases the first service or product.

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3. (Original)   The method of claim 1 wherein the determining when the entity selects the first service or product comprises determining whether the entity submits an order for the first service or product.

4. (Original)   The method of claim 1 wherein the portion of the data associated with the first attribute comprises textual data and the portion of the data associated with the second attribute comprises textual data.

5. (Original)   The method of claim 4 wherein the generating the third data set based on the first and second attributes includes:

determining whether at least a portion of the textual data of the first attribute is identical to at least a portion of the textual data of the second attribute; and,

forming the third data set having a third attribute containing at least a portion of textual data from one of the first and second attributes.

6. (Original)   The method of claim 1 wherein a first network device generates the first data set.

7. (Currently Amended) The method of claim 6 wherein a second network device generates the second data set, the second data set is generated by a cell phone equipped with a barcode scanner, the second data set including a unique identifier associated with an entity, a date, a time and a universal product code (UPC) from a barcode scanned by the barcode scanner, the UPC corresponding to the second service or product.

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8. (Original)   The method of claim 7 wherein a third network device generates the third data set.

9. (Original) The method of claim 1 wherein the entity comprises one of a person and a group of people.

10. (Currently Amended) A system for generating data sets associated with an entity, comprising:

a first device configured to determine when the entity selects a first service or product and generating a first data set having a first attribute associated with the first service or product;

wherein the first device is a digital video recording (DVR) device, the first data set including a unique identifier associated with an entity, a date, a time and a title of a program or movie selected by the entity for recording on the DVR;

a second device configured to determine when the entity selects a second service or product and generating a second data set having a second attribute associated with the second service or product; and,

a third device configured to generate a third data set based on the first and second attributes when a portion of data associated with the first attribute is substantially similar to a portion of data associated with the second attribute.

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11. (Original) The system of claim 10 wherein the first device is further configured to determine when the entity selects the first service or product by determining whether the entity purchases the first service or product.

12. (Original) The system of claim 10 wherein the first device is further configured to determine when the entity selects the first service or product by determining whether the entity submits an order for the first service or product.

13. (Original) The system of claim 10 wherein the portion of the data associated with the first attribute comprises textual data and the portion of the data associated with the second attribute comprises textual data.

14. (Original) The system of claim 10 wherein the third device is further configured to generate the third data set by determining whether at least a portion of the textual data of the first attribute is identical to at least a portion of the textual data of the second attribute, and forming the third data set having a third attribute containing at least a portion of textual data from one of the first and second attributes.

15. (Original) The system of claim 10 wherein the entity comprises one of a person and a group of people.

16. (Original) The system of claim 10 wherein the first device comprises a first network device.

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17. (Currently Amended) The system of claim 16 wherein the second device comprises a second network device, the second device is a cell phone equipped with a barcode scanner, the second data set including a unique identifier associated with an entity, a date, a time and a universal product code (UPC) from a barcode scanned by the barcode scanner, the UPC corresponding to the second service or product.

18. (Currently Amended) The system of claim 10 wherein the first device comprises one of either a computer, a cellular phone, and or a digital video recording device.

19. (Original) The system of claim 10 wherein the third device is operably associated with a grid computer network.

20. (Original) The system of claim 10 wherein the third device comprises a computer server communicating with the first and second devices.

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21. (Currently Amended)   A storage medium encoded with machine-readable computer program code for generating data sets associated with an entity, the storage medium including instructions for causing at least one network element to implement a method comprising:

determining when the entity selects a first service or product;

generating a first data set having a first attribute associated with the first service or product;

wherein the first data set is generated by a digital video recording (DVR) device, the first data set including a unique identifier associated with an entity, a date, a time and a title of a program or movie selected by the entity for recording on the DVR;

determining when the entity selects a second service or product;

generating a second data set having a second attribute associated with the second service or product; and,

generating a third data set based on the first and second attributes when a portion of data associated with the first attribute is substantially similar to a portion of data associated with the second attribute.

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22. (Currently Amended) A method of generating dynamic data sets associated with a legal entity, comprising:

generating a plurality of historic data sets by monitoring activities of the legal entity;

wherein the historic data set is generated by a digital video recording (DVR) device, the historic data set including a unique identifier associated with an entity, a date, a time and a title of a program or movie selected by the entity for recording on the DVR;

identifying a plurality of attributes contained in the plurality of historic data sets;

determining a plurality of values wherein each value is associated with one attribute of the plurality of attributes and corresponds to a number of historic data sets of the plurality of historic data sets containing the one attribute; and

generating a plurality of dynamic data sets containing the attributes wherein the plurality of dynamic data sets are ranked based on the plurality of values.

23. (Previously Presented) The method of claim 22, further comprising iteratively generating the plurality of historic data sets by monitoring activities of the legal entity.

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24. (Currently Amended) A method of generating a dynamic data set associated with a legal entity, comprising:

generating first and second historic data sets from first and second activities, respectively, of the legal entity;

wherein the first historic data set is generated by a digital video recording (DVR) device, the historic data set including a unique identifier associated with an entity, a date, a time and a title of a program or movie selected by the entity for recording on the DVR;

associating at least a first attribute of the first historic data set with at least a second attribute of the second historic data set, the first attribute being substantially similar to the second attribute; and

generating a third dynamic data set based on at least one of the first and second attributes of the first and second historic data sets, respectively.

25. (Currently Amended) The method of claim 24, wherein the first second activity is an activity associated with at least one of a computer, cell phone, and a digital video recorder equipped with a barcode scanner, the second data set including a unique identifier associated with an entity, a date, a time and a universal product code (UPC) from a barcode scanned by the barcode scanner, the UPC corresponding to the second service or product.

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